

**Career Transition
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CTC NEWSLETTER

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*"Look not mournfully into
the past. It comes not
back again. Wisely im-
prove the present. It is
thine. Go forth to meet
the shadowy future,
without fear."*

*- Henry Wadsworth Long-
fellow*



RECRUITING 3.0: WEB ADVANCES CHANGE THE LANDSCAPE



*By SARAH E. NEEDLEMAN, published in the Wall Street
Journal, February 13, 2008*

This isn't your father's recruiting market, or even your older sister's. Advances in technology make the way jobs are found and filled online distinctly different from just a few years ago. Employers are now experimenting with innovative strategies for spreading their recruitment messages and screening candidates online. And Web-savvy job hunters are taking advantage of new Internet resources aimed at helping them make better career decisions.

Video, Podcasts and Interactive media

Until recently, few employers produced Web videos describing what it's like to work for them. "Video is finally catching on with employers in a fairly big way," says Joel Cheesman, author of Cheezhead.com, a blog on Web recruiting.

Today's videos are a step above early examples. They're higher quality and tailored to address a variety of job hunter interests, he says. And, they're more ubiquitous, finding homes on job boards, company career sites and video-sharing sites like YouTube.com. One example: About 7,000 videos are currently posted on Jobing.com, a job board that specializes in listing career opportunities in specific geographic communities.

Similarly, a growing number of employers are creating podcasts, voiced by employees, on career-related topics. Accenture Ltd. has been producing about one a month

for its online career portal since mid-2006.

To Captivate and engage job hunters, more employers are also adding interactive media to their online career portals such as games, blogs and real-time chat services.

For example, in December, [ASML Holding N.V.](#), an equipment supplier for the semiconductor industry, designed a recruitment-events page that job hunters can synchronize with their Microsoft Outlook calendars. Users also can opt to receive event reminders via email or text message.

Digital dirt, Digital attraction

Scanning the Web for information that might derail a job hunter's candidacy is now routine procedure for recruiters at many firms, says Cynthia Shapiro, author of the forthcoming book, "What Does Somebody Have to Do to Get a Job Around Here" (Griffin Publishing LLC, 2008).

Many recruiters now even engage in the practice before extending interview invites, she adds. "If what pops up is a ranting blog about the evils of corporate America or a picture of you topless in Cancun with a beer in your hand, you're in trouble," she warns. "Your resume will land in the trash and you won't even know what happened."

Job hunters can turn the tables in their favor by creating a Web site, blog or networking profile specifically for employers, offers Ms. Shapiro. "The Internet lets you flaunt things you can't put on a resume," she says. "If you don't have that kind of presence on the Web, you are losing a



"Success is the ability to move from one failure to another with no loss of enthusiasm."

- Sir Winston Churchill

critical opportunity to put yourself at the top of the list."

Companies are also increasingly using social-networking sites to vet potential hires. It's ripe territory as the membership databases of these sites continue to grow rapidly. For example, five-year-old LinkedIn.com, which caters to experienced professionals, now has roughly 19 million members, up from 8 million in 2006.

Another example: Recruiters for Electronic Arts Inc. began perusing MySpace.com and Facebook.com a little over a year ago to learn more about and engage with prospective hires, says Matthew Jeffery, head of global talent brand for the gaming company. "We want people who are passionate gamers, and often on these sites, people talk about their hobbies," he says.

Job boards

While employers are doing more to reach out, there are also more online destinations than ever for job hunters to find employment ads.

About 2,000 new job boards have launched annually since 2000, and there are currently about 50,000, says Peter Weddle, chief executive officer of Weddle's, a publisher of guides to job boards. Of these, about 30% are general job sites while 70% specialize in a particular niche,

he adds.

One reason for the explosion: "very inexpensive entry costs," says Mark Mehler, co-founder of CareerXroads, a staffing consulting firm. Still, the nation's largest job boards saw fluctuations in traffic over the past year. For example, Monster.com had 11,317,000 unique visitors last month, about 9% less than for the same month a year earlier, according to comScore Inc., an Internet-research firm. And that's down more than 7% from 12,219,000 in July 2007.

CareerBuilder.com had 24,752,000 unique visitors last month, about 17% more than for the same month the year before. But the site saw a 14% increase from July 2007 when it had 21,723,000 visitors. To broaden their customer bases and keep up with the masses, Monster and CareerBuilder both power job boards within newspaper and other Web sites: Monster services 4,150 in the U.S., and 3,350 outside the U.S.; CareerBuilder operates 8,750 in the U.S. and 250 elsewhere.

Many job sites have also added networking components to attract and retain more users. Among them is Dice.com, a technology job site, which launched discussion forums last year on a range of career-related topics. Site visitors can ask questions and swap advice with other users.

Ensuring a good fit

Once you get from the job ad into the application process, more employers are adding assessments -- a form of candidate screening previously reserved for the interview stage, says John Hancock, managing director of recruiting services at Capital H Group, a human-resources consulting firm. The idea is to learn about candidates' intangible qualities, like leadership skills, work ethic and business acumen, he explains.

Companies are also using assessments to weed out applicants who aren't serious, says Mr. Hancock. "It's an indication of interest from a candidate to spend time completing a more comprehensive application process," he says. Indeed, some assessments can take up to an hour to complete, he adds.

RECRUITERS JOB HUNTING TIPS

(Scott Reeves, Forbes magazine)

Small Details

Small things say a lot about your preparation for the interview. Get the pronunciation of all goods and services right. If you're meeting someone with a jawbreaker name, call the secretary and get it right. Nail down job titles.

Corporate Culture

Dress appropriately for the corporate culture. Find out what employees generally wear each day and kick it up a notch. If it's jeans and a T-shirt at a dot-com, khakis and a sports coat or a blazer and a skirt will do just fine for the interview. When in doubt, overdress.

Kill The Cell Phone

Turn off the cell phone during the interview. A ringing cell phone tells the interviewer that you're not serious about the job. Always make eye contact with the person you're speaking to.

Breaking News

Always read the latest news about the company the morning of the interview. You don't want to be caught by surprise, and the ability to discuss the latest news underscores your interest in the company.

Similarly, some Web sites now offer free assessment quizzes designed to help job hunters find positions that best match their qualifications, work history and job preferences. For example, visitors to nine-month old Climber.com are prompted to answer about 25 questions on these topics, which take about 30 minutes to complete, and results in a personal profile.

Climber works with roughly 40 corporate clients in a variety of industries and sends them profiles of job hunters that closely match their hiring needs. Job hunters whose profiles aren't a strong fit for any of Climber's clients are directed to ads for positions posted on the Web.

Video interviews

More employers are conducting first interviews with candidates over the Internet now that many popular personal-computer brands have built-in video capabilities, says Ms. Shapiro. "This is just starting to get going," she says. The strategy helps employers save time and avoid recruiting expenses like plane ticket and hotel costs, she adds.

Some employers are using the technique to have candidates meet hiring managers in faraway locations. Six candidates for a senior finance job recently came to One Communications Corp.'s Waltham, Mass.-headquarters and interviewed via video with executives based in several different locations at once, says Linda Chapman, executive vice president of human resources at the telecommunication firm. "Video really accelerates the hiring process," she says.

MORE ON WEB RECRUITING

- [Target Practice](#): Some employers are using new methods to make Web ads visible only to ideal prospects.
- [JobsInPods](#): An online library of podcast interviews with corporate hiring managers and employees about career topics.
- [Trovix](#): Helps professionals find closely matching career opportunities without searching by keyword.
- [LateralLink](#): A free job board for legal professionals

JOB HUNTING TIPS

(Continued)

First Impression

Always run your cover letter and résumé through the spell checker. Then have an eagle-eyed friend proofread it. This sounds obvious, but many candidates flub it, and a bad first impression is hard to overcome--assuming it's not a killer.

Keep It Short

Limit your cover letter and résumé to a maximum of two pages each. Hit the highlights, and leave the nits and grits of prior jobs to the interview. A résumé is intended to grab an interviewer's attention--not provide chapter and verse of your entire career.

Play it Straight

Write both your cover letter and résumé in clear, crisp language. Don't exaggerate your accomplishments or fudge on your education. But don't dumb things down either. If you're in a highly technical field, the interviewer will know what you're talking about.

Say Thanks

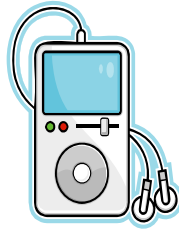
At the conclusion of the interview, always thank the interviewer for taking the time to discuss job prospects. Give a short recap of what you can do for the company and say why you're the best candidate for the job. Say that you'll follow up in a week with a phone call. A firm handshake says a lot on your way out the door.

but access is generated granted only to graduates of top-tier law schools.

• [Video: Dice.com's Scot Melland talks about keeping up—and where the tech jobs are](#)

LISTEN UP, JOB HUNTERS

By Sarah E. Needleman,
Published in the *Wall Street Journal*, February 12, 2008



What: [JobsinPods.com](#), an online library of podcast interviews with hiring managers and employees at roughly 20 U.S. companies, including International Business Machines Corp., AT&T Inc. and Intel Corp.

When it launched: March 2007

How it works: New podcasts, or "jobcasts" as they're called on the site, are posted about once a week in a blog format. Older podcasts are archived by company name, job type and location. They average seven to 10 minutes in length.

Some podcasts describe employers' current hiring needs while others discuss what employers seek in candidates overall. They may also talk about a company's culture, job benefits and other workplace attributes.

Employers are charged \$329 per podcast and have the freedom to discuss any recruiting-related topic they choose, says Chris Russell, founder of JobsinPods. Mr. Russell provides employers with a list of questions he plans to ask in advance and records the interviews by phone, which

are then posted on the site and free to play or download.

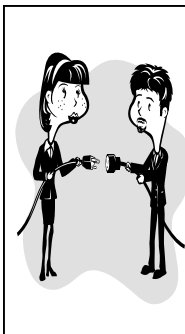
Each podcast concludes with instructions on how to apply for jobs at those firms, plus where to find additional information online about the companies.

What's so different: Many employers now feature podcasts on their online career portals about what it's like to work for them. But by going to JobsinPods, job hunters can avoid the cumbersome process of logging onto different company Web sites one at a time and then searching for podcasts, which may or may not be there. Plus, employers looking to market their career opportunities have access to a wider audience.

Who benefits: Since JobsinPods is a blog, job hunters can post comments about their experiences listening to its podcasts. Several point out that these are more engaging and insightful than the written job descriptions on many company Web sites and job boards. The podcasts also typically cover more ground since they span several minutes.

Another plus is that job seekers can download the site's podcasts to an iPod or other device, and listen to them at their leisure. The podcasts also can be played directly from the site.

Recruiters for AT&T Corp., for example, produced five podcasts for the site since August. They've been downloaded about 500 times each, says Christopher Hoyt, associate director, recruiting, for the telecommunications company.



"You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you."

-Dale Carnegie

MAKE YOUR NETWORK WORK FOR YOU

By Barbara Safani, published in CareerSolvers, March 31, 2007

Many job seekers are confused about what networking actually is, and therefore doubt its effectiveness. Networking is the art of building and maintaining mutually beneficial relationships. So, like anything else, networking requires a bit of practice and finesse, but if done correctly, networking can be an invaluable part of your job search campaign.

Here are a few tips to help you develop a network that works for you:

Be Patient

Networking doesn't happen overnight. As I've mentioned, it's a process, not just something you can check off your job search list like "Send resume to GE". While people may want to help you, they might not be able to right away. Quite simply, you may not be the first item on their agenda. So, if someone agrees to meet with you but can't do so immediately, accept their offer graciously and patiently.

Be Authentic

When you do meet with someone, take a sincere interest in their life, not just the information they can offer you. Don't push people for their knowledge or connections and

then abandon the relationship. Networking means fostering relationships. This objective cannot be achieved by one person constantly taking while the other constantly gives information or time.

Find ways to periodically reconnect with the contacts in your network to stay up to date on their lives, and let them know that you care about what is going on with them.

Be a Conduit

Remember, the objective of networking is... well...more networking. You should be constantly adding people to your list of contacts. Always find more contacts to meet and, in turn, become a great connector yourself! Open up your network to others. Hopefully they'll follow suit and do the same for you, keeping the cycle going. Think about those contacts who could help others in your network, then introduce them!

Be a Teacher

Keep in mind that not everyone you meet will understand what networking is or how they can help you. Many people think that the best way they can help you as a job seeker is to take your resume and pass it along to their human resources department. While their intentions are noble, their strategy won't help you and could actually wind up losing you a great job.

HR managers, like recruiters, are sometimes only motivated to take action on your resume if there is a current job opening within the organization that matches your skills. If a position is not available, they have no incentive to contact you and the connection is lost.

Rather than giving your contacts a resume, ask them if they could introduce you to a member of their company so that you can learn more about their position, industry, and organization. This way, you'll learn

more about the company, share information about yourself, and begin to build a relationship rather than ending up as just another resume lost at the bottom of the pile.

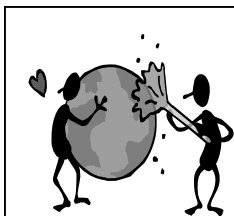
Be a Helper

Networking is all about reciprocity. No matter who you're dealing with, you should always try to give more than you receive. For example, if you have information about a particular company, industry, or educational program that would be valuable to someone in your network, share it.

Whether you're currently employed or job seeking at the moment is irrelevant - networking is a constant process. Obviously, you'll be more on the receiving end of your contacts' information when you're on the look out for a new job. But that just means you need to work that much harder at giving information and sharing your network while happily employed.

If you're constantly looking for ways to help people in your network achieve their goals, they'll be much more likely to help you in return.

Barbara Safani, owner of [Career Solvers](#), has over ten years of experience in career management, recruiting, executive coaching, and organizational development. She is a triple certified resume writer and frequent contributor to numerous career-related publications. www.marketwatch.com.



“Clear your mind
of ‘can’t!’”

- Samuel Johnson

WEDDLE'S ANNOUNCES 2008 USER'S CHOICE WINNERS

*By Peter Weddle, Published in Weddle's
newsletter, February 7, 2008*

Job boards have changed job search forever. They have made more employment opportunities available to more people than any other medium in history. Are they the only tool a person should use to find a new or better job?

Of course not. Today's job market is too great a challenge-especially if you're looking for a meaningful and rewarding position-to be conquered with a single resource, no matter how powerful it may be. That said, those who ignore job boards or use them ineffectively are likely to find themselves struggling with a very different kind of test-one simply to stay employed.

Given this critical role, it's important to remember that job boards are barely more than ten years old. A decade ago, there was a Monster Board, the Online Career Center, CareerMosaic.com and a handful of smaller sites. That's it. Today, there are more than 50,000 job boards operating in the U.S. alone and an equal number offering their services elsewhere around the world. Which begs the question, "How can you determine which sites will best help you achieve your employment objective?"

That's what WEDDLE's User's Choice Awards are all about. They celebrate the elite of the job board industry. More importantly, they are the only recognition in that industry in which actual users-job seekers, recruiters and employers-get to

select the winners. No pundit picks here, just the opinions of people who have relied on these sites to find the employment opportunities they seek or hire the talent their organizations need.

Since 2005, we at WEDDLE's have been holding a year-long poll where job board users can come and cast their vote for their favorite sites. At the end of each year, we tally up the ballots and recognize the thirty sites with the most votes as our User's Choice Award winners-the elite of the job board industry.

Are there other great job boards out there? Absolutely. The winners, however, have generated enough enthusiasm among their users that those individuals are willing to take the time out of their busy day to visit the WEDDLE's site and cast a ballot for them. As with the voting for Major League Baseball's All Star teams, it's not a scientific process, but it is definitely a measure of the intensity of support that sites have been able to generate among their users.

WEDDLE's 2008 User's Choice Awards are generously supported by Bernard Hodes Group (Leader in integrated talent solutions by providing greater employer image advertising). The winners are:

- Absolutely Health Care
- AllHealthcareJobs.com
- BioSpace.com
- CareerBank.com
- CareerBuilder.com
- CareerJournal.com.
- CollegeRecruiter.com
- ComputerJobs.com
- Craigslist.com
- Dice.com
- EmploymentGuide.com

- ExecuNet.com
- Hcareers.com
- HealthCareerWeb.com
- HealtheCareers.com
- IndeedJob.com
- JobCircle.com
- Jobing.com
- JobsinLogistics.com
- TheLadders.com
- LatPro.com
- Monster.com
- Net-Temps.com
- 6FigureJobs.com
- SimplyHired.com
- SnagAJob.com.
- VetJobs.com
- Workopolis.com
- Yahoo! HotJobs.com

Weddles is an online newsletter about internet resources for successful job search and career management. They are free bi-weekly publications. www.weddles.com



ATTENTION JSP GRADS!

On March 3, 2008 the CTC welcomes 62 JSP participants. Below is the March 2008 JSP profile:

Employment:

Civil 26%
Foreign 74%

USG Agencies:

AID 13%
State 87%

Gender:

Male 45%
Female 55%

Arriving From:

Domestic 81%
Overseas 19%

MARCH JOB FAIR



Our next job fair will be held on Tuesday, March 25, 2008, from 1:00 to 4:00 pm in the gymnasium of Building D (aka the Field House) at FSI in Arlington, Virginia. Be sure to bring a photo ID and, if you have one, your Retiree ID.

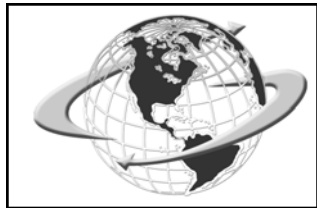
The following employers will be participating:

1. ABT Associates, Inc. - www.abtassoc.com
2. AECOM International Development, Inc.—www.aecominterdev.com
3. Allied Technology Group, Inc. - ATG - www.alliedtech.com
4. AMIDEAST - www.amideast.org
5. ARD, Inc. - www.ardinc.com
6. Beacon Associates, Inc. - www.beaconassociates.net
7. Chemonics - ww.chemonics.com
8. Clearance Jobs - www.clearancejobs.com
9. Computer Sciences Corporation - csc.com
10. Creative Information Technology, Inc (CITI) - www.citi-us.com
11. DevTech - www.devtech.com
12. Development Alternatives, Inc. - DAI - www.dai.com
13. Emerging Markets Group - EMG - www.emergingmarketsgroup.com
14. Harlan Lee & Associates LLC - www.hlassociates.com
15. International Business Machines - us.ibm.com
16. International Resources Group - www.irg.com
17. John Snow, Inc. - JSI - www.jsi.com
18. Judge Company - www.Judge.com
19. L. Robert Kimball and Associates - www.LRKimball.com
20. Lockheed Martin PAE Group, Global Infrastructure Solutions - www.lockheedmartin.com
21. Louis Berger Group, Inc. - www.louisberger.com
22. Man Tech international - www.mantech.com
23. Management Systems International – MSI - ww.msi.com
24. Northern Virginia Community College – NVCC - www.nvcc.edu/hr/employment.htm
25. PACT - www.pactworld.org
26. Science Applications International Corporation – SAIC - www.saic.com
27. Senior Employment Resources – SER - www.seniorjobs.org
28. Snelling Personnel - www.snelling.com
29. Target - www.target.com/careers
30. Tessada & Associates, Inc. - www.tessada.com

31. University Research Col, LLC -
www.urc-chs.com
32. U.S. Peace Corps -
www.peacecorps.gov
33. United Nations Employment & Assistance Unit - IO/S/EA - www.state.gov/p/empl/
34. U.S. Department of State (WAE) -
MarshK@state.gov
35. University Research Co., LLC
36. Wisdom Management Solutions -
wisdommanagement.com
37. Worldwide Information Network Systems, Inc. (WINS) -
www.winsnetworks.com
38. WR Systems, LTD -
www.wrsystems.com

**Happy
St.
Patrick's Day!**

**From the Career
Transition Center**



**CTC
NEWSLETTER**

FSI/TC/CTC

U.S. Department of State
Washington, D.C.
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Also available on the internet at
[http://www.state.gov/m/fsi/tc/
c6958.htm](http://www.state.gov/m/fsi/tc/c6958.htm)